

**PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA**

**Communications Division  
Carrier Oversight & Programs Branch**

**RESOLUTION T-17513  
August 18, 2016**

**R E S O L U T I O N**

**Resolution T-17513 Approving AT&T Advice Letter No. 45050 Changing the  
Method of Notifying Subscribers of the Availability of Residential White  
Pages Directories**

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**S U M M A R Y**

This Resolution approves Pacific Bell, dba AT&T California (AT&T), Advice Letter (AL) No. 45050 which proposes to change its method of delivery for customer notice on the availability of residential white page directory listings by mailing postcards to each customer instead of making the business directories the vehicle of delivering such notice, as currently ordered by Resolution T-17302.

**B A C K G R O U N D**

Over the past five years, the Commission has modified its rules for carriers' provision of residential white pages directory to its customers. In June 2011, the Commission, in Resolution T-17302, approved Verizon's Advice Letter No. 12535 (filed in October 2010) which changed the method it provides residential white pages directory listings to customers. In Resolution T-17302, the Commission allowed Verizon to end automatic delivery of white page directories containing residential listings and instead offer customers the option of a printed white pages directory or electronic white pages listings on a CD-ROM, as well as online white pages listings. The Commission likewise approved Verizon's proposal to use its business directories as the main method to inform its customers of the availability of residential white page directory listings and the methods of obtaining the directories. Notices of the availability of the residential white pages directory listings and the methods to obtain them are now attached to the business directories, in addition to the notices being printed onto the directory cover. Verizon is still obliged to continue automatic delivery of directories containing white page business listings, government listings, yellow pages and consumer guides.

While this change was originally limited to Verizon, the approval of CPUC Decision 12-12-038 extended the change to all other Basic Service providers, including AT&T through

the filing of Tier 2 ALs. In approving AT&T's AL 41980, effective April 7, 2013, AT&T was authorized to cease the automatic distribution of residential white pages directories by utilizing the procedures adopted in Resolution T-17302.

## **DISCUSSION**

In November 2015, AT&T filed a Tier 3 AL No. 45050, requesting to change its method of customer notification of the availability of residential white pages directory from notices published in its business directories per Resolution T-17302 to postcards mailed to each customer. The notification postcards proposed by AT&T will be in English with instructions in Spanish on how to obtain more information in Spanish, and should provide sufficient information on how customers can access directory information and how they can order hard copy printed directories. AT&T will continue to make the residential white pages directory available to its customers in accordance with customer options approved by the Commission in Resolution T-17302 and Decision (D.) 12-12-038, where customers have three options for accessing free residential white pages directory listings: 1) a printed residential white page directory listing, 2) a CD-ROM containing the residential white page directory listing, or 3) access the online residential white page directory listings.

There were no protests filed to AL No. 45050.

In reviewing AL 45050, Communications Division (CD) staff noted that Appendix A I. 3. f. of D. 12-12-038 states:

f. The requirement to provide a free published directory can be satisfied using the procedures authorized in Resolution T-17302 in other territories upon the filing of a Tier 2 Advice Letter. Under this authorization, the affected customers will receive delivery of the directory electronically by CD-ROM or by on-line access, unless a customer affirmatively elects to receive a traditional printed paper copy by contacting the basic service provider under the procedures authorized in Resolution T-17302.

As part of CD's review of AL 45050, CD requested that AT&T to clarify its AL filing and provide information on the number or percentage of customers that have requested residential white pages directories. On February 5 and April 26, 2016, AT&T clarified AL 45050 through emails to CD. AT&T's white pages vendor, YP, analyzed publicly-available information to identify areas least likely to use printed directories and which preferred to access directory information online. A key indicator used by YP was the rate of broadband adoption. For households in areas with high rates of connectivity, a postcard will be delivered specifying the ways in which a consumer can still access directory content in lieu of the automatic delivery of print directories. The postcards will include the online directory address (realpageslive.com), and a telephone number that

consumers can use to request printed directories or a CD-ROM version. As more and more consumers are relying on digital rather than print content, this program will provide those consumers with content in a format that they want, rather than receiving and disposing of printed directories that they do not want or plan to use.

In areas with low broadband adoption or low rates of internet connectivity, business white and yellow pages will continue to be distributed, and these directories will continue to include notice of the methods available to receive residential white page directories.

According to AT&T, there has been increasing use of the internet to access telephone directory information. Since 2013 when the noticing requirement was approved in AL 41980 authorizing AT&T to utilize the procedures adopted in Resolution T-17302, CD has verified that AT&T's total residential white pages directory distribution has decreased by 99%, from 11 million to 60,000 copies.

CD finds AT&T's proposal reasonable as it conforms to the general principle that customers be provided options for securing a copy of the residential white pages directory in D. 12-12-038. While the use of postcards to provide customer notice is not an option provided in Resolution T-17302, we believe that it is an acceptable additional alternative in informing its customers of how to obtain the residential white pages directory. CD has reviewed the proposed customer notice postcard submitted as an Appendix to AL 45050 and finds that it provides sufficient information to customers who request a copy of the residential white pages directory.

Therefore, AT&T's request to modify the noticing options approved by Commission Resolution T-17302 is granted.

## **COMMENTS**

In compliance with Public Utilities Code § 311(g), a notice of availability was e-mailed on July 19, 2016, informing all parties on Advice Letter No. 45050 service list of the availability of the draft of this resolution for public comment at the Commission's website at <http://www.cpuc.ca.gov/documents/>. This notice also informed parties that the final conformed Resolution adopted by the Commission will be posted and be available at this same website. No comments were received.

## **FINDINGS**

1. AT&T filed a Tier 3 Advice Letter No. 45050 in November 2015 requesting to modify the method of notification to provide residential white pages directory listings to its customers from notices published in business directories per

Resolution T-17302 to postcards mailed to each customer. There were no protests filed on AL 45050.

2. In Resolution T-17302 (adopted June 2011) , the Commission approved allowed Verizon's use of the business white page and yellow page directories as the main method of notifying its customers of the availability of the residential white pages directories and the methods to request them.
3. Verizon offered its customers three options to access a free copy of the residential white pages directory listings: (1) request a printed residential white pages directory listings; (2) request a CD-ROM containing the residential white pages directory listings; or (3) access the online residential white pages directory listings through Verizon's website.
4. The distribution methods of residential white pages directory listings approved in Resolution T-17302 was originally limited to Verizon, but the Commission extended it to other Basic Service providers with the approval of Decision 12-12-038 in December 2012.
5. Other Basic Service Providers were allowed to file a Tier 2 Advice Letter proposing to adopt the same noticing requirement approved by the Commission for Verizon in Resolution T-17302.
6. The Commission approved AT&T's Advice Letter No. 41980, effective April 7, 2013, authorizing AT&T cease the automatic distribution of residential white pages directories and approved its use of the same procedures adopted in Resolution T-17302.
7. In November 2015, AT&T filed Advice Letter 45050, proposing to modify the method of notifying its customers of the availability of residential white page directory through the use of postcards in some areas in addition to the current method through business yellow and white page directories.
8. As proposed by AT&T, customers in areas determined to have high rates of broadband adoption or internet connectivity will be notified by postcards on the availability of residential white page directory.
9. Telephone customers have more sources of directory information available to them today, including the widespread usage of the internet to access such information.
10. Since the approval of Advice Letter No. 41980, CD has verified that AT& T's total residential white pages directory distribution has decreased to 0.52% of total customers.

11. It is reasonable to reinterpret the telephone directory delivery rule in light of changed circumstances.
12. Customers must receive adequate notice of the change so that they do not experience any disruption to ready access to directory information.
13. In compliance with Public Utilities Code § 311(g), a notice of availability was e-mailed on July 19, 2016, informing all parties on Advice Letter No. 45050 service list of the availability of the draft of this resolution for public comments at the Commission's website at <http://www.cpuc.ca.gov/documents/>. This notice also informed parties that the final conformed Resolution adopted by the Commission will be posted and be available at this same website.
14. No comments were received.

**THEREFORE, IT IS ORDERED** that:

1. This resolution approves AT&T's Advice Letter No. 45050 to allow Pacific Bell, dba AT&T California, the use of postcards to notify customers the availability of residential white pages directory listings, in addition to the use of business yellow and white page directories.
2. The postcard attached to this Resolution is adopted.

This resolution is effective today.

I hereby certify that this Resolution was adopted by the Public Utilities Commission at its regular meeting on August 18, 2016. The following Commissioners approved it:

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TIMOTHY J. SULLIVAN  
Executive Director

## **ATTACHMENTS**

Attachment A

**The next issue of the YP<sup>SM</sup> Real Yellow Pages<sup>®</sup> directory is now available.**

To get your free copy of the YP<sup>SM</sup> Real Yellow Pages<sup>®</sup> or the YP<sup>SM</sup> Real White Pages<sup>®</sup>, with information and listings provided by AT&T, please contact us at








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## Attachment-B



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We are committed to conserving precious resources. We deliver the YP<sup>SM</sup> Real Yellow Pages<sup>SM</sup> to households most likely to use it, however, all households who want their local directory may order one free of charge.

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